

Tips for Turbocharging Your Presentation for Optimal Audience Impact

1

FOLLOW THE EXAMPLE OF A FAMOUS AMERICAN PRESIDENT

Ronald Reagan, a Hollywood actor-turned one of the most influential Presidents of the twentieth century, became instantly branded as “The Great Communicator” for his mesmerizing ability to build a personal connection with the American public. His secret? In addition to leadership prowess, he drew upon skills forged during his acting career to develop a sincere and approachable communication style that won him the hearts, minds and confidence of his audience.

2

DEFINE YOUR CALL-TO-ACTION FIRST

A message without a specific request is a missed opportunity. Your presentation should build to a call-to-action from your audience. If you don’t ask, you won’t get.

3

IDENTIFY AUDIENCE PAIN AND DELIVER THE PAIN KILLER

Before you begin developing your presentation, understand as many facts and background detail as possible about audience members. Most importantly, understand their unique needs and pain so you can deliver a personalized pain killer.

4

LET YOUR OUTLINE GUIDE YOUR POWERPOINT PRESENTATION

Save yourself hours of frustration by creating a talking points outline first to guide the substance and flow of your PowerPoint slideshow. Microsoft PowerPoint is a tool designed to lend visually support to the presentation that you, the presenter, will deliver. You are the focus of your presentation, not the support tool. Preparing an outline first will not only serve as a roadmap for a more relevant PowerPoint, but will enable a smoother and congruent flow of communication your audience will appreciate.

5

NEVER TALK DOWN TO YOUR AUDIENCE

A sure way to kill a relationship with your audience is by speaking down to them. Not only is it disrespectful, it will leave them disengaged. Speak in a common language audience members can easily understand so they want to tune in.

6

THE TRUE MEANING BEHIND YOUR UNSPOKEN WORDS

Kinesics refers to body movements, and movements convey hidden messages about feelings that cannot be masked. Your body movement (which includes posture, handshake, facial expression, ability to maintain eye contact and other physical mannerisms) influence how others perceive you. Create a great impression by eliminating any distracting mannerisms that could diminish your professional credibility.

7

THE POWER OF VOCAL INTONATION

The old adage, “It is not what you say that counts, but how you say it” reflects the essence of vocal intonation. Power speakers understand that if a contradiction exists between messaging and message delivery, the latter will dominate with audience members. Help your audience to favorably respond to your message by mastering vocal intonation.

8

EMBRACE SILENCE

Many speakers miss a valuable opportunity to build relationship with their audiences by filling gaps of silence with non-stop chatter. Mastery of the power pause is a technique practiced by advanced speakers and gives the audience a chance to process and absorb your message. There are nine types of power pauses. Have fun with each, but use them with care.

9

CAPTURE ATTENTION WITH AN EFFECTIVE HOOK

A hook is a statement designed specifically to capture attention. From newspaper headlines to television commercials, we see them everyday dangled in front of us to tease, attract, excite, bewitch and allure us to buy products, stay tuned to a show or keep reading. A hook can be serious, humorous or dramatic, but must capture the attention of your audience. The best hook to integrate into your presentation draw from your own personal experience.

10

MAKE YOUR STORIES MEMORABLE WITH VISUAL IMAGERY

Think in pictures and use descriptive words to paint colorful images for your audience. Helping listeners see and hear your personal stories will make your message memorable.

Would you like to learn more? Reserve your personal appointment today.